

WALL STREET
JOURNAL

JUN 2 1966

*World Almanac Is Bought
By a Features Syndicator*

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—The World Almanac and Book of Facts, a popular reference work for nearly 100 years, has changed hands.

E. W. Scripps Co., publisher of the Scripps-Howard chain of newspapers, sold the almanac for about \$2 million to Newspaper Enterprise Association. NEA currently publishes a few books as an adjunct to its main business of syndicating comics, columns and other features to newspapers.

The World Almanac first appeared in 1866 as a booklet published by the New York World newspaper. Annual publication was discontinued in 1876. In 1886, Joseph Pulitzer, owner of the World, revived the World Almanac as a comprehensive record of U.S. and foreign activities, and it has been published annually since. When the World passed to Scripps in 1931, that chain's New York World-Telegram took over the almanac. The almanac wasn't involved in the recent merger of the World-Telegram & Sun with two other dailies here.

Though the almanac declares it "does not decide wagers," many readers turn to it to settle arguments and bets. Sales of the 1966 edition, priced at \$1.50 in paperback and \$2.50 in hardcover, are expected to slightly exceed 1 million copies.